



GENERAL COMMUNITY SITE COMMITMENT FORM

To join **We Can!** as a General Community Site, please review the requirements below, fill out all necessary information, and fax this form to the NHLBI Health Information Center at (240) 629-3246. For more information on joining the **We Can!** program, please visit the “Get Involved” page on the **We Can!** program Web site: <http://wecan.nhlbi.nih.gov>

To be recognized as a **We Can!** General Community Site, participating organizations must complete the requirements listed below:

Requirement 1: Implement any two of the following three activities by June 2006:

- 1) Complete one **We Can!** youth program*
- 2) Complete one **We Can!** parent program
- 3) Host one **We Can!** community-outreach event

Curricula descriptions and ordering information is included at the end of this document for your convenience.

Requirement 2: Submit a **We Can! General Community Site Summary Form**

Upon receipt of this commitment form, a package containing one copy of each of the following materials will be mailed to you:

- The **We Can!** Community Toolkit: Energize Our Community: Toolkit for Action
- The **We Can!** Program Poster: Who can make it happen? **We Can!**
- The **We Can!** Brochure
- The **We Can!** Parent Handbook: Families Finding the Balance: A Parent Handbook
- The **We Can!** Parent Handbook: Cómo las Familias Encuentran el Equilibrio: Un Manual Para los Padres de Familia (Spanish version)
- The **We Can!** wristband (one adult-size and one child-size bracelet)
- The **We Can!** Products & Order Information Form
- The **We Can!** General Community Site Summary Form

CONTACT INFORMATION

Primary Point of Contact:

	<i>Last Name</i>	<i>First Name</i>	<i>Middle Initial</i>
Title:			
Name of Organization /			
Coalition:			
Mailing Address:			
Phone:	Fax:		
E-mail:			
How did you hear about We Can!			

☐ We commit to meeting the requirements listed above as a *We Can!* General Community Site.

Activity 1: If you choose to implement a youth curriculum as one of your two required activities, please check the box next to the curriculum you will use, and complete the corresponding table.

☐ **CATCH Kids Club**

Where will you implement this program? (ex: after-school at the YMCA)	
What are the estimated dates of each planned implementation? (anticipated start and end dates)	
Who will be the facilitator for each implementation?	
How many youth do you anticipate recruiting?	

☐ **Media-Smart Youth: Eat, Think, and Be Active!**

Where will you implement this program? (ex: after-school at the YMCA)	
What are the estimated dates of each planned implementation? (anticipated start and end dates)	
Who will be the facilitator for each implementation?	
How many youth do you anticipate recruiting?	

☐ **Student Media Awareness to Reduce Television (S.M.A.R.T.)**

Where will you implement this program? (ex: after-school at the YMCA)	
What are the estimated dates of each planned implementation? (anticipated start and end dates)	
Who will be the facilitator for each implementation?	
How many youth do you anticipate recruiting?	

Activity 2: Please check the box and fill out the table below if you will implement the parent curriculum as one of your two required activities.

☐ ***We Can! Energize Our Families:***
Curriculum for Parents and Caregivers

Where will you implement this program? (ex: after-school at the YMCA)	
What are the estimated dates of each planned implementation? (anticipated start and end dates)	
Who will be the facilitator for each implementation?	
How many parents do you anticipate recruiting?	

Activity 3: Please check the box below if you will host a *We Can!* community event as one of your two required activities. In the tables below, please describe any events you plan to conduct.

☐ **Community Event**

Event Name:	
Estimated event date(s):	
Kind of event (Health Fair, Fitness Festival, etc.):	
Location of the event:	
Description of the event:	
Who is the event's target audience?	
How many people do you anticipate will attend? What has your attendance record been for similar events in the past?	
What are the anticipated giveaways?	

Please describe any other planned community events in the space below.

Information on *We Can!* Curricula can be found on the following pages for your convenience.

***We Can!* Curricula Information**

We Can! General Community Sites are asked to choose between four curricula for implementation with youth and parents:

- **CATCH Kids Club**
A physical activity and nutrition education program for elementary school-aged children (grades K–5) in afterschool and summer care settings.
- **Media-Smart Youth: Eat, Think, and Be Active!**
A 10-lesson curriculum that focuses on helping young people ages 11 to 13 understand the connections between media and health.
- **Student Media Awareness to Reduce Television (S.M.A.R.T.)**
A 3rd or 4th grade classroom curriculum designed to motivate children to reduce their television watching and video game usage.
- **We Can! Energize Our Families: Curriculum for Parents and Caregivers**
A six-lesson curriculum for Parents and Primary Caregivers that covers the basics of maintaining a healthy weight.

Descriptions and purchasing information for each of these curricula are below.

CATCH Kids Club

Cost: \$150 for the CATCH Kids Club Activity Box (product number W11483); accompanying binder soon to be released

Available at: <http://www.flaghouse.com/CatchPE.asp>

The *Child and Adolescent Trial for Cardiovascular Health (CATCH)* was a NHLBI-funded study to create a school health education curriculum designed to motivate heart healthy behavior in children in grades K-5. *CATCH Kids Club*, based on the successful in-school program, is a physical activity and nutrition education program for elementary school-aged children (grades K-5) in afterschool and summer care settings. Both the original school-based *CATCH* and *CATCH Kids Club* use a coordinated approach to helping children adopt healthy dietary and physical activity behaviors by positively changing the health environments of recreation programs, schools, and homes.

The *CATCH Kids Club* consists of three programmatic elements: a nutrition education component, a physical activity component, and a snack component. The field-tested materials include a *CATCH Kids Club* Activity Box, which contains activities for afterschool and community-based programs, and a text with nutrition lessons that includes sampling healthy snacks; role playing; goal setting; and family involvement, in addition to the facts about healthy nutrition (available Fall 2005). The variety of activities are designed to attract children -- to get them to make the choice to participate because the games are fun. Lastly, *CATCH Kids Club* is easy to use—it provides the information and resource materials to assist afterschool staff and counselors to successfully integrate structured activities and nutrition lessons into their programs.

CATCH Kids Club is a creative work developed by the University of Texas-Houston Health Science Center and is fully protected by all applicable rights. All rights reserved. This materials may not be reproduced without express written permission. CATCH® is a trademark of The

Regents of the University of California. If you have questions or comments about reproducing CATCH Kids Club, please contact:

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CATCH Program
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Austin, TX 78731
Phone: (512) 346-6163
Fax: (512) 346-6802

Media-Smart Youth: Eat, Think, and Be Active!

Cost: Free

Available at: The NICHD Information Resource Center by calling 1-800-370-2943 (TTY: 1-888-320-6942) emailing NICHDInformationResourceCenter@mail.nih.gov or ordering online at <http://www.nichd.nih.gov>. The curriculum will be available Fall 2005.

Media-Smart Youth: Eat, Think, and Be Active! is a 10-lesson curriculum funded by the National Institute for Child Health and Human Development (NICHD) that focuses on helping young people ages 11 to 13 understand the connections between media and health. The program uses nutrition and physical activity examples to help youth learn about these connections and build their media analysis skills. Media-Smart Youth brings together a mix of learning formats, including brainstorming, small- and large-group discussions, games, and creative productions. All these activities are intended to create discussion and encourage problem solving and critical thinking. The curriculum includes 10 structured lessons with activities that explore media, nutrition, or physical activity topics. Each lesson also includes a *Snack Break* and an *Action Break*. These breaks reflect the nutrition and physical activity content of the curriculum and provide a fun, hands-on way to experience these concepts. The curriculum concludes with a Big Production—an opportunity for participants to use what they have learned to create a media project designed to motivate other young people to take action for better nutrition or increased physical activity. In the process, the youth learn new skills in production, teamwork, and creativity.

Student Media Awareness to Reduce Television (S.M.A.R.T.)

Cost: \$199

Available at: <http://notv.stanford.edu>

Student Media Awareness to Reduce Television (S.M.A.R.T.) is a 3rd to 4th grade classroom curriculum designed to motivate children to reduce their television watching and video game usage. Studies conducted by Stanford University researchers have shown that reducing time spent watching television and playing video games can result in lower prevalence of childhood obesity as well as less aggression in children. The S.M.A.R.T. curriculum was successfully tested with elementary schools in the San Francisco Bay Area. The curriculum is intended to be used over the course of the school year and includes all the lesson plans and tools needed to implement the program.

S.M.A.R.T. was developed by child health and behavior researchers in the Department of Pediatrics and the Stanford Prevention Research Center at the Stanford University School of Medicine. The curriculum is copyrighted by the Board of Trustees of the Leland Stanford Junior University and is fully protected by all applicable rights. Please address any questions regarding the reproduction of this curriculum to:

The Health Promotion Resource Center
Stanford Prevention Research Center
211 Quarry Road, Suite 229
Stanford, CA 94305-5705
<http://hprc.stanford.edu>
Phone: (650) 723-0003

We Can! Energize Our Families: Curriculum for Parents and Caregivers

Cost: The full curriculum can be downloaded in PDF format for free at http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan_mats/parent_curr.htm or purchased as part of the ***We Can!*** Energize Our Community: Toolkit for Action for \$22. (The curriculum can be found in Appendix A of the Toolkit.)

We Can! Energize Our Families: Curriculum for Parents and Caregivers, is a six-lesson curriculum that covers the basics of maintaining a healthy weight. The core concept explored is “energy balance,” or the long-term balance between ENERGY IN (calories from food) and ENERGY OUT (calories burned through activity). In a fun and hands-on way, the lessons focus on helping participants learn essential skills that can help their families make healthful food choices and become more physically active. At the end of each meeting, participants are encouraged to try new nutrition and physical activity tips with their families over the next week. At the next lesson, participants share their experiences trying the new behavior with the group. The lessons are included in the Appendix A of the ***We Can!*** Energize Our Community Toolkit for Action.